

The Master Program in New Media Studies

■ Program Overview

The goal of our master program in new media studies is to train professionals who have both thinking and technical skills to work in the field of new media. Specifically, SMD teaches students how to create and better understand content strategies, web and interactive design and development, and the transformation of visual and written communication on digital platforms and in digital culture more broadly. The program provides rigorous theory and technical education that emphasizes both breadth and depth. It strengthens students' knowledge in journalism, communication, and digital technologies to provide a solid basis upon which professional skills are built. The length of master program is 2 years.

■ Main Courses

Courses	Credit	Offer Session	Course Type
Introduction to Chinese Culture	2	Spring、 Fall	Required
Chinese	2	Spring、 Fall	Required
History and Theory of New Media	3	Fall	Required
New Media Technologies	3	Fall	Required
Multi-Media Reporting	3	Spring	Required
Business Application of New Media	3	Spring	Required
New Media Law and Ethics	3	Spring	Required
New Media and Strategic Communication	3	Spring	Selective
New Media and Branding Communication	3	Fall	Selective
New Media Management	3	Fall	Selective
New Media Research Methods	3	Fall	Selective
New Media and Society	2	Fall	Selective
Cyber-Culture Studies	3	Fall	Selective
Advanced Topics in New Media	3	Fall	Selective